

Milled in 24 Tints and White.

ALWAYS
ORDER BY NUMBER.

CALCIMO

• A • SANITARY •

CALCIMINE

• READY • FOR • USE •

• AFTER • THE • ADDITION •

OF COLD WATER.

DOES NOT FADE OR RUB OFF.

Montgomery Ward & Co.

111 to 120 MICHIGAN AVE., CHICAGO.

SIX GOOD REASONS

why you should use **Calcimo** in preference to anything else for beautifying your home.

First.—It is so cheap that everybody can afford to have their house decorated with it.

Second.—It makes the best background for pictures.

Third.—It does not have the glossy and greasy appearance of paint.

Fourth.—It does not fill the house with the disagreeable odor of cheap melted glue when being applied, as is the case with the old calcimine.

Fifth.—It does not, like wall paper, attract dust or furnish a natural culture ground for disease germs, neither does it give hiding places to vermin.

Sixth.—You can easily get any color or style of finish desired without being obliged to accept inartistic designs, as is often the case in selecting wall papers.

CALCIMO TINTS. .

101		<p>These samples are made by spreading CALCIMO on paper with a wall-brush.</p> <p>Always Order by Number.</p>		113
102				114
103				115
104				116
105				117
106				118
107				119
108				120
109				121
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DIRECTIONS FOR MIXING.



Calcimo being a Cold Water Calcimine

should be mixed apparently thicker than Hot Water Calcimines.

For One Coat Work

Mix in proportion of **two measures of Calcimo** to one of **Cold Water**. Stir for a minute or two, until free from lumps, when the **Calcimo** is ready for immediate use.

For Two Coat Work

add **four measures of Calcimo** to three measures of **Cold Water**.

PRICE LIST.



Calcimo, White	per 5-lb. package,	\$0.30
" Tints	" "	0.35
" White, 20	5-lb. packages in case,	5.75
" Tints	" "	6.50
" White,	in 100-lb. kegs,	5.25
" Tints	" "	6.00
" Cold Water Size,	in 5-lb tins, 50c. each.	

Dry Sized Fresco Colors for Striping, Stenciling or mixing with Calcimo to obtain special or deeper colors. In 1-pint Tins.

Medium Yellow (Chrome)	50 cts. each.
Oriental Blue (Cobalt)	50 " "
Pompeian Red (Strong Bright Oxide)	30	" "
Golden Yellow (Ochre)	25 " "
Meadow Green (Bright Chrome)	35 " "
Permanent Red (Scarlet Lake)	70 " "
Fresco Black	30 " "

These colors are exceedingly strong and are ready for use when mixed with cold water.

We also supply a special Calcimo Brush of superior quality. Price, \$2.00 each, and a Stencil Brush, 25 cts. each.

Samples of Stencils with prices accompany this color card.

Calcimo can be used

by an inexperienced person if the directions given in this circular are carefully followed.

After being mixed

with cold water **Calcimo** will retain all its good qualities and keep in good working order for a long time.

No poisonous matter

enters into the composition of this compound.

It works

easily and smoothly and gives a silklike surface. One coat is usually found sufficient. A second coat can be applied if found necessary.

Being supplied ready for use

it saves the waste of materials and loss of time common with the old method of mixing calcimine.

It will not

fade or harden in the packages but will keep for years without change in weight, color or quality.

It leaves no

glossy brushmarks so common with the use of the old calcimine made of whiting and glue.

Calcímo is

a fine dry powder, prepared from the best materials ground by a patent milling system, and when mixed for use, the colors form solid and permanent tints of great beauty.

It is made

in tints and white, and is adapted for coating ceilings and walls and for interior decorations of every description.

Calcímo is

more easily mixed than calcimine, and the tints being ready prepared and uniform, no trouble is experienced in matching them, and any shade can be obtained by intermixing these standard tints.

The standard tints

can be made still stronger in color by adding our Fresco Colors.

Calcímo

is not designed for damp walls. Temporary dampness does not injure the material, as it dries out without discoloration.

Dry Sized Fresco Colors

for striping, stenciling, or mixing with Calcimo to obtain special or deeper colors. In 1 pint tins. See price list, last page.

Medium

Yellow.

(Chrome.)

Golden

Yellow.

(Ochre.)

Pompeian

Red.

(Strong Bright Oxide.)

Meadow

Green.

(Bright Chrome.)

Permanent

Red.

(Scarlet Lake.)

Oriental

Blue.

(Cobalt.)

Fresco

Black.

Dry Sized Fresco Colors.

Ready for use

when mixed with **Cold Water**.

These colors

are sized and milled to an impalpable powder.

Each color

is prepared with the right quantity of size.

Will work smoothly

under the brush. Will keep perfectly sweet in the tins for years.

When mixed

with water will remain in good working order for several days.

For Tinting,

our Sized Fresco Colors are both convenient and economical, and are perfectly soluble in either cold or hot water mixtures. **Fresco Painters** will find our Cold Water Calcimo the best calcimine to use as a base for tinting with our Fresco Colors, but the Fresco Colors can be used to tint any good calcimine.

Fresco Painting on Canvas or Burlap.

A sufficient quantity of **Cold Water Size** should be added to our **Fresco Colors** or **Calcimo** to overcome excessive suction experienced in this class of work.

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